EXHIBIT 2























Fredy Riehl · 3rd Editor at AmmoLand Shooting Sports News

AmmoLand.com

Monmouth University

Manasquan, New Jersey, United States · Contact info

500+ connections

Message



More

About

As Founder and Editor In Chief for AmmoLand News I have learned its all about the folks you know. The world of Shooting Sports has such a great industry, made up of the friendliest people you could ever hope to meet.

So if we have not yet met or taken the time to speak please contact me, I would love to hear about your business, your latest hunt or you most recent accomplishment and just get to know you... it is through these same connections that we find the new content for AmmoLand Shooting Sport News.

As many of you know AmmoLand has become a monster in shooting sports and like any monster you have to feed it daily, that is why we are always looking for new stories, news, press and PR for our 50,000 plus daily readers across our website, email, newswire and social media.

If you have something to say, need a place to blog a daily/weekly/monthly column to an already massive audience we welcome you and so will our readers.

Help me feed the monster will ya? Get in touch with me today.

Fredy Riehl Editor - AmmoLand Shooting Sports News PO Box 0465 Manasquan, NJ 08736 USA news@ammoland.com www.Ammoland.com 732-925-3647:cell fred.riehl: skype

Specialties: Expert at Social Media Marketing with Concentration in Shooting Sports

Editing for the Internet, Wordpress, SEO Consultant, Photoshop for Web, Editorial, Professional Writing, Press Relations, Search Engine Marketing, Web Site Advertising, Online Media Planning, Social Media Marketing, Affiliate Marketing, Ecommerce Sales, Web Project Management,

Facebook, Twitter, RSS, Word Press, Google Search, Google Analytics, Online Media Kits, Search Research, Link Building, White Hat SEO

Activity

3,094 followers

Fredy hasn't posted yet

Recent posts Fredy shares will be displayed here.

Show all activity →

Experience



Editor-In-Chief & Owner

 $AmmoLand.com \cdot Self\text{-}employed$

Oct 2008 - Present · 14 yrs 10 mos

Sebastian, Florida 32958

Manage, edit and approve all content and editorial appearing on the AmmoLand Shooting Sports News daily news-wire. As the webs | ...see more

Owner

Surfeyes Eyewear

2001 - 2010 · 9 yrs

Owner, developer and marketer of successful online retail accessories ecommerce operation.

SEO Consultant

SureSolutions Inc

2005 - 2009 · 4 yrs

Consulted on various SEO projects for multiple midsized eCommerce websites with a focus on Shooting Sports.

Manager / Buyer / Communications

Brave New World

1983 - 2001 · 18 yrs

Managed multi-location sporting goods retailer including all aspects of day to day operations, staff, buying and marketing.

Education



Monmouth University

Buisness Administration, Marketing

1985 - 1989



Monmouth University

Bachelor's degree, Marketing

Volunteering



Professional Outdoor Media Board Member

Professional Outdoor Media Association (POMA)

Skills

Grass Roots Expert



5 endorsements

Social Media



Endorsed by Justin Morrissey and 2 others who are highly skilled at this



Endorsed by 4 colleagues at AmmoLand

99+ endorsements



Fun Dad

Rick Ector - BSIE CASF CLSSGB CSSGB LFPC QMSA SFC and 1 connection have given endorsements for this skill



Show all 50 skills →

Recommendations

Received Given



C.D. (Chuck) Michel · 2nd

Senior Partner at Michel & Associates, P.C. - Firearms, Environmental, Land Use, Labor Law, Civil Litigation

February 6, 2013, C.D. (Chuck) worked with Fredy but they were at different companies

Fredy's is a tremendous business manager and news producer. His productions are hard hitting and informative. His efforts and hard work really pay off in the form of infomative and useful information that helps preserve and advvance the RKBA.



Ashley Gall · 3rd

Experienced Public Relations and Marketing Communications Professional May 22, 2012, Ashley worked with Fredy but they were at different companies

Fredy is a pleasure to work with and always is quick and responsive to our needs (and that of our clients). His follow up is prompt and thorough and we always enjoy working with him!



Sarah Franke · 3rd

Open to Remote Opps in Project/Acct/Traffic Mgt, Client Relations, Marketing, or Customer Service!

May 10, 2012, Sarah was Fredy's client

Working with Fredy to get our press releases posted on ammoland.com is quick and easy, and has a far reach. He goes the extra mile every time, and I enjoy working with him.

Show all 9 received →

Publications

AmmoLand Shooting Sports News

Show publication 2

Ammoland.com, is the web's leading Shooting Sports News Service for the Second Amendment, Firearms, Shooting, Hunting and Conservation communities.

Honors & awards

Defender of Liberty Award

Issued by Second Amendment Foundation · Sep 2012

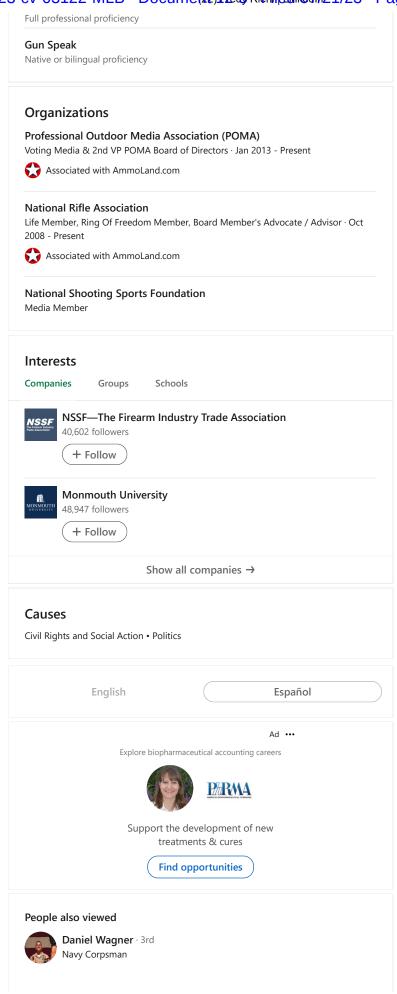


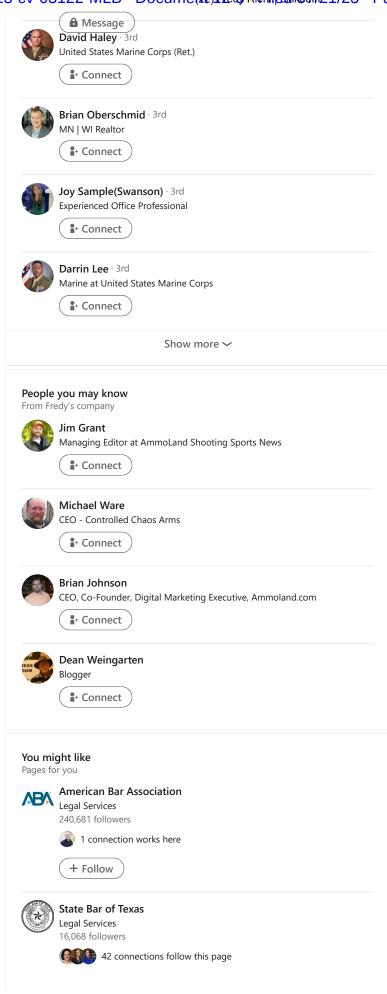
Associated with AmmoLand.com

Fredy Riehl was awarded the 'Defender of Liberty' award by Second Amendment Foundation at the SAF 2012 Gun Rights Policy Conference for his work insee more

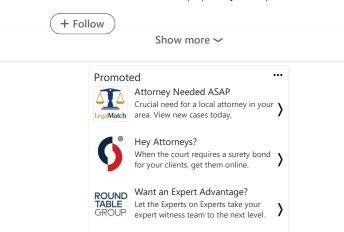
Languages

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